THE CHARLEROI MAIL

VOL. XVIII. NO. 21. CHARLEROI, WASHINGTON CO., TUESDAY, JULY 10, 1917. ONE CENT

PENNSYLVANIA NATIONAL GUARD SUMMONED FOR REGULAR SERVICE

Commands Directed to Mobilize at Armories Next Sunday

RESERVES ALSO SUMMONED

The National Guard of Pennsylvania, as well as ten other states has been summoned to assemble by President Wilson on the 15th day of July. These Guards will be followed by those from twenty other states and the District of Columbia on the 25th of July, and all of the National Guards of the country will be formally drafted into the service of the United States in the 5th day of August.

The President not only cares for the members of the National Guard, but likewise all members of the National Guard Reserves, that is, men who have served an enlistment in the National Guard of three years, and who are now members of what are known as the Reserves, in which they were to serve three years, but in which they are subject to call.

The officers of the National Guard not above the rank of Colonel are appointed to a similar rank in the Guard while in the service of the United States, and will take relative rank with Regular Army officers. All non-commissioned officers in the National Guard are likewise appointed to a similar rank in the respective organizations of which they are now members.

Each organization of the military service just called by the president will until further notice bear the same name and designation as the former organizations of the National Guard whose members it is composed.

The various companies of the Guard will assemble at their armories on Sunday next, and will at a later date go to cantonments which will be provided by the War Department. The Pennsylvania troops will likely go to North Carolina, possibly Fayetteville, but in any event their camp will in all probability be in the southeastern department, now under command of Gen. Wood.

Orders, which have been expected for some time, will bring a period of renewed activity along military lines, as by the orders issued the President has increased the our army of the country by over 500,000 men. This number will be increased as the summer progresses and during the coming fall the number of men under arms will be approximately 1,000,000.

1 lot registered men buy your suit now Berryman's it will not cost you 1 lot if you are called into service 1 lot before September 15, 1917. 1 Lo 1 Lo 1 Lo 1 Lo 1 Lo

20-t2—*

ANNUAL PICNIC OF LUTHERAN SUNDAY SCHOOL

The Lutheran Sunday School picnic will be held tomorrow, (Wednesday) at Oakland Park. A special car will start from the Charleroi-Monessen bridge, stopping at Allenwood Eighth, Fifth and Second streets, leaving Fifth street at 9:[illegible] a. m. Those who propose attending the picnic are requested to note the change of time from 10:10 to 9:50.

RIVER AGAIN ATTRACTS MEN

A Scarcity of Experienced Navigators to Fill Positions Now Open

WAGES HIGHER THAN EVER

Renewed activity in river transportation, which has been in evidence for the past year, brings coal operators and others to a realization of the scarcity of competent rivermen and navigators.

In the days that have gone, when river transportation was the only means of conveying heavy freights to and from different points along the river, as well as the only method by which passengers could make comfortable journeys, there were plenty of men who followed the river, and it was not difficult to get a man for any position that might be open on a steamboat, from Captain down to the lowliest roustabout.

The "slump' which prevailed during recent years, however, drove many men who had heretofore followed the river to other occupations, and when interest revived along the Ohio and its tributaries, it was found that it was a difficult matter to get competent men.

This fact has led to a realization of their worth, particularly of men who are acquainted with the Ohio river, and bidding for their services is quite spirited. Only recently a riverman who is licensed as a Master as well as pilot, was given a contract with a coal company which calls for $3,500 per year, because of his knowledge of the pool work and of the navigation of the Ohio river. Other positions on steamboats are paying relatively high wages, in many cases higher than ever before known and the coal companies are glad to secure the services of such men. Present conditions are apt to attract more men to the river, for it is the opinion of many that water transportation will always be an important feature of transportation of the future.

Majestic Theatre Today

Olive Thomas, of Charleroi, in
"MADCAP MADGE"
A new star in a story worthy of her talent
TOMORROW
SARAH BERNHARDT in "MOTHERS OF FRANCE."
Probably the last chance of seeing this noted woman in pictures. NO ADVANCE IN PRICES.
Thursday—Anita Stewart in "CLOVERS REBELLION"
by James Oliver Curwood

John K. Tener, Pres. S. A. Walton, Vice Pres R. H. Rush, Cashier.

The First Step of Wealth

is a Savings Account. It gives you determination, a steady purpose, and is the greatest element in making a success. Follow the footsteps of the big men and start that account today.

THE FIRST NATIONAL BANK

CHARLEROI, PENNA.

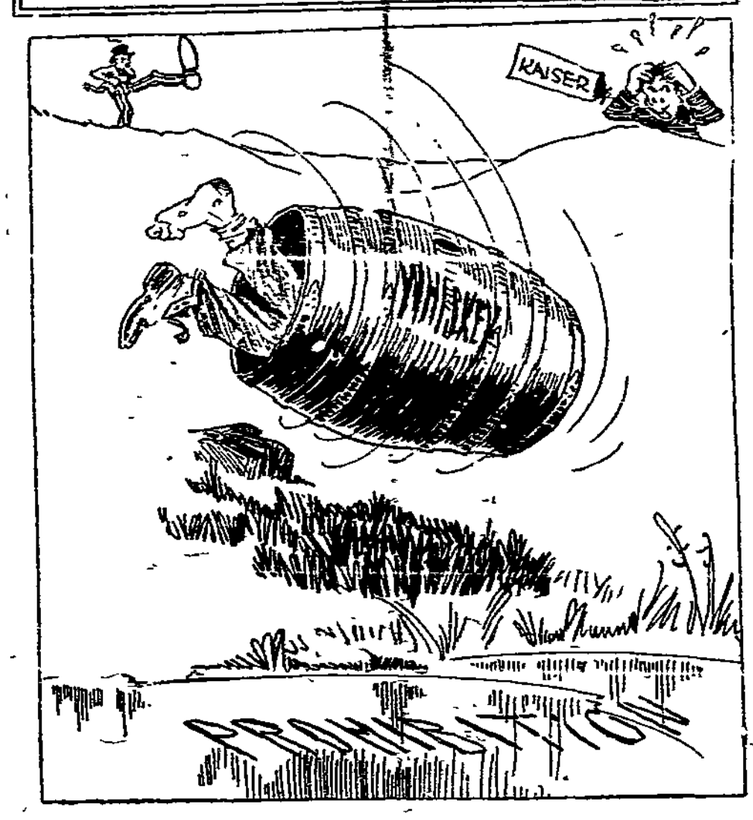
4% Interest Paid on Savings Accounts

Depositary for the State of Pennsylvania

Open Saturday Evenings from 8:00 until 9:00 o'clock

Good Riddance to Bad Rubbish

By Helfant



HOSPITAL CAMPAIGN NETTED OVER $1600

Burgess S. L. Woodward, who was very active in the campaign at last week to finance the needs of the Charleroi-Monessen hospital, and in which money was received from a percentage of the receipts of the Jones carnival, reported this morning that the hospital would benefit to the extent of between $1600 and $1700. The total receipts from all sources for the hospital fund amounted to $2269.25, and Mr. Woodward estimates that the expenses will be something over $650, which will leave a nice balance to be turned over to the Ladies' Hospital Auxiliary, through whom the money will be turned over to the hospital for its use.

In this connection Mr. Woodward desires to express his thanks to all those who in any way contributed to the success of the campaign, which means so much to the material interests of the hospital. It required a great deal of energy to carry the campaign through to a successful end, but by hard work on the part of those interested, the results justified the efforts made in behalf of this worthy institution.

MAY CHANGE LINE OF RAILROAD TRACK

The Pennsylvania Railroad officials and the town of Clarksville failing to come to an agreement as to a right of way through that town, the railroad company is buying property on theopposite side of Ten Mile creek from the village and will lay their tracks in the new location.

Sign a Card.

Every woman in a household fifteen years of age or over whether one of the family or an employe, should sign a registration card. If you have been missed, call on the Chairman of your district, or at the office of this newspaper and sign.

21-t5

FIFTH DISTRICT IS ONE OF THE BIG ONES

The Fifth registration district of Washington county is one of the real big ones of the country and it is not likely that it will be exceded by many throughout the United States. A Pittsburg paper laid claim to premier honors for a district in that city with a list of 4400 registrants, but the Fifth of Washington county has it beaten several hundred. The local district will stand well toward the head of the list.

Have You Signed?

Every woman signing a Food Registration Card will receive from the Food Administrator all the latest methods of cooking and preserving meats, vegetables and fruits and bulletins with valuable information from time to time. Have you signed?

21-t5

Coyle Theatre Today

Marguerite Clark is being shown today in one of her great plays,
"The Valentine Girl"
CHILDREN 10c ADULTS 15c
Tomorrow—a Metro starring Viola Dana in "Lady Barnacle"
A story of young love that will restore your faith in human nature

Thursday and Friday

MARY PICKFORD, America's Sweetheart in
"THE LITTLE AMERICAN"
Children 10c Adults 15c

Bathing Suits

Spalding One Piece Bathing Suits

$1.50 to $7.00

MIGHTS' BOOK STORE

OFFICER HELD TO ANSWER FOR DEATH OF COAL CENTER MAN

He Is Allowed to Go on Own Recognizance Until Court Meets

ONLY SHOT TO SCARE MAN UNLUCKY SHOT TO SCARE MAN

As a result of an investigation made by Coroner Heffran and a jury at Washington on Monday, Constable H. K. Sarver has been held to answer to the death of Swayne Henry, who was found dead in the county jail last Saturday morning. The officer is allowed to go on his own recognizance to await the action of the grand jury, which meets in August.

The facts surrounding the death of Henry, who lived in Coal Center are out of the ordinary. According to all witnesses before the coroner's jury not one heard Henry intimate that he had been shot. The man had been drinking for several days prior to last Friday, when he had the trouble with officer Sarver. Not until Henry died and a bullet wound found with his sickness thought to be anything but due to over indulgence in liquor.

Officer Sarver testified in his own behalf and told of going to the home of Henry in Coal Centre to serve the papers in a surety of the peace case. When they arrived there it appeared that no one was home and the officers attempted to break down the door. Then it was that Henry appeared and [illegible] one who entered. The officers went to a window to look in, when Henry began throwing beer bottles. One of these struck Sarver in the mouth, when he pulled his revolver and fired, although he did not see the man. He shot, he said, merely to scare the man. When Henry surrendered he was taken to Washington, but complained of feeling ill while on the way. This was attributed to his condition. Jail employes also testified that Henry complained while in jail and that he had received medical attention, but his ailment was thought to be due to excessive alchololism. The wound on the man's body was not discovered until after he died, and the undertaker was preparing the remains for burial.

ORDERS NOT YET ISSUED TO NATIONAL GUARD

Although the proclamation of President Wilson calling out the National Guard was issued this morning, no orders have yet been received by the various Guard units to mobilize. However, these will come along in a few days, possibly by Thursday, giving directions as to the hour when the men are to assemble on Sunday. Some of the National Guard officers expect the various companies to be held in their armories until the 5th of August, when the entire Guard will be drafted into the service of the United States.

PLACING SPLASH BOARDS ON NO. 4

Low Water at Brownsville Was Holding up Coal Shipments

WORK IS NOW UNDER WAY

Low water in the upper end of the fourth pool having interfered seriously with navigation, a force of men was put to work this morning at Lock No. 4, to place splash boards on the east and west sides of the dam. Coal companies were the first to feel the effects of the low water, the steamer Henry Laughlin being held up at Brownsville on Monday for five hours waiting to get through Lock No. 5 because of the scarcity of water below the lock.

When the break in No. 4 dam was repaired last March government engineers took into consideration the fact that it would be necessary to provide for a greater height of dam, and consequently extended the piling in the break a few feet beyond the top of the old dam. This will make it necessary to put the splash boards only on the ends of the dam, as the middle of the stream is amply provided for. When this work is completed it is expected to provide a sufficient stage of water to bring barges of the usual depth through lock No. 5 without any difficulty.

The butterfly valve at Lock No. 1 have been completed the government boats and crews have been moved to No. 2, where considerable repair work is necesary to the locks at that place. The locks are still in commission, but the work is very slow, due to the fact that so much repair work is necessary.

FLAG RAISING WAS HELD AT NEW TOWN SITE

Saturday afternoon last a flag raising was held at the new town site, near Stockdale, where the Pittsburg Steel Products company is erecting a big plant. Arangements for the event had been made by W. S Taylor, superintendent of construction, and it proved to be quite a successful affair. The pole from which "Old Glory" floats is 90 feet high and made of steel.

ESCAPES INJURIES WHEN AUTO UPSETS

An automobile accident occurred on the state highway between West Newton and Belle Vernon on Sunday, in which the occupants fortunately escaped serious injuries, although their machine was upset. The accident happened while the driver of the car was attempting to crank it, the machine being in gear at the time. When the engine started the auto bounded forward, although an occupant of the car was holding the brake. After going forward a short distance it reversed and started down a steep grade near the Sheets' farm, finally upsetting at the bottom of the grade. The machine was righted and the party went to Belle Vernon, where their injuries were attended to by Dr. Gordon.

Registered men read Berryman's startling offer on the back page of this paper 20-t2—*

HALLMARK STORE
WHEN YOU BUY A DIAMOND
you must place confidence in the jeweler that sells it—unless you are a gem expert. The patron of this establishment knows that the diamond bought here is represented honestly and that the price is right. A splendid assortment of flawless, superb gems, awaits the critical purchaser here.

BOTH PHONES

JOHN B. SCHAFER, Manufacturing Jeweler and Optician.
515 McKean Ave.

THE CHARLEROI MAIL

A Republican Newspaper.
Established June 5, 1900.

Published Daily Except Sunday by
MAIL PUBLISHING COMPANY
(Incorporated)

Mail Building, Fifth Street
CHARLEROI, PA.

H. E. Price, Vice Pres. & Bus. Manager
S. W. Sharpnack Sec'y and Treas.
L. E. Flint.....City Editor

Entered in the Post Office at Charleroi, Pa., as Second Class Matter.

ILLINOIS' SHAME

The great influx of Southern negroes in recent months was bound to cause trouble at many points in the Northern States, much smaller arrivals in former years having resulted in murderous rioting repeatedly, and intolerance of even native negroes having been violently exhibited from time to time in almost every Northern commonwealth. In all instances the chief underlying causes of the outbreaks were instinctive race prejudice and the hostility of white laboring classes inclined to look upon negroes either as union members or presumptuous rivals without rights any white man is bound to respect. Antipathy grounded in these two causes is readily fanned into flame by the misbehavior of relatively few blacks. For years it has been plain that Northern labor will not tolerate negroes either as union members or as independent rivals.

The several outbreaks at East St. Louis, Ill., are attributed to the conflict of white unions and imported negro labor, but as indicated above, this is not the whole of the matter. White laborers of East St. Louis claimed that incoming negroes took their jobs, but large employers there are quoted as saying that not a white man has been deprived of work and that even with the addition of the negroes it was difficult to get enough labor. It may be accepted as true, of course, that some of the negroes were guilty of burglaries, hold-ups, petty crimes and insulting behavior, and they had killed at least two whites in [illegible] riots. A [illegible] would have dealt with or sought to deal only with the guilty leaving the great mass of negroes unharmed. But the Illinois mob, like those at a number of points in the Middle West in recent years, was an anti-negro mob, caring nothing for the innocent and sparing neither age nor sex, being determined to drive out of the country every negro who escaped death from torch or gun.

The reports show that the rage against negroes in general was unparalleled, venting itself in shocking cruelty and barbarity as well as murder. At points the sickening story suggests that the furious whites regarded their victims as wild beasts rather than as human beings as they drove thousands of negroes out of the State of Abraham Lincoln and into Southern territory, thus causing them to flee from death among their "liberators"—as Mr. Dooley would say—to safety among their "oppressors." What would Abraham Lincoln or Harriet Beecher Stowe have said in the presence of such a spectacle? The worst feature of the revolting and inexcusable affair was the secret sympathy of the Illinois National Guard with the white rioters, a sympathy that in some instances, acording to the reports, took the form of active aid. Had they forgotten that they might soon be called into our foreign war aimed largely to protect the weak from the tyranny of the strong? The facts show that the authorities of a great State were warned in time yet failed of their duty.

The news comes that, owing to the scarcity of linen and cotton, they are now wearing paper shirts in the Kaiser's empire. What happens to these paper shirts when the thermometer is high in the nineties and what do they look like after they come out of the laundry tub? These questions point straight to a new paper shirt every day, indicating a dire necessity rather than an economy.

It was an unusual Fourth, with new [illegible] enthusiasms added to the old, the biggest thrill being imparted by the news of the safe arrival in France of every one of our fighting men and ships after being attacked twice by German submarines which were beaten off with fatal disaster to at least one of their number. The Fourth of 1917 was thus a celebration of a new successful blow for freedom as well as of the old.

A French meteorologist has decided that even under theconditions produced by great modern guns there is nothing on which to base the old theory that the jarring sounds of war bring rain. But if war does not affect the weather, the weather may influence the course of battle for in a great battle at Syracuse in Sicily near-victory was turned into defeat by a heavy downpour of rain that drove into the faces of the men who up to that time had steadily forced their enemies to give ground.

GARDEN COLUMN

By National Emergency Food Garden Commission

Canning Lesson Eleven
STRAWBERRIES

Strawberries should be handles very carefully and canned the same day the fruit is picked, says today's bulletin from the National Emergency Food Garden Commission, of Washington, which is co-operating with this newspaper in its county-wide campaign for food conservation. To prevent bruising and crushing, the berries should be gathered in shallow baskets or trays.

Do not use the fingers for hulling since the purchase of a simple huller for a few cents will give a better product and save lots of stains. As the strawberries are hulled they may be graded and sorted, and then they should be washed by placing in a colander and pouring cold water over them. Pack the berries carefully into hot jars without blanching or cold-dipping, being careful not to jam or crush them. The best way to fill containers is to put a few berries into a jar and press them carefully into place with a spoon, and thus fill up the jar, layer by layer.

After the jars are full of fruit, either hot water or syrup (see below) may be poured in to fill up the spaces. Another way is to fill up up the jars with the hot juice of crushed fruit instead of using hot water, this giving a very rich flavor and color.

The tops of glass jars should be adjusted and partially tightened—tin cans should be capped and sealed completely—and then sterilized in boiling water for sixteen minutes, after which the tops should be tightened, the jars inverted out of a draught to cool and wraped in dark colored paper to prevent bleaching in storage.

If a syrup is desired with strawberries, use a cup of sugar to the same amount of water or strawberry juice. After the sugar has been dissolved by boiling, pour the hot syrup over the berries and sterilize as per the directions above.

The National Emergency Food Garden Commission, 210 Maryland Bldg., Washington, D. C., will send its canning or drying manual free to readers of this paper for a two cent stamp to pay postage.

NEWS ODDITIES

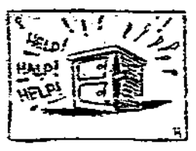
WOMAN IN ALLIANCE, O., inadvertently burns up $650 in rubbish she wrapped in newspapers.

THE ORIGINAL HEN that laid the golden eggs has nothing on one in Laverne, Minn., that produces two a day ordinarily—sometimes three.

CRIES OF TRAINED family parrot save family who escape from burning building.

DARING WOLF HUNTER, of Marshal, Okla., crawls into coyote's den by mistake. Friends had to pull him out by heels to save him.

A KANSAS TORNADO recently carried post card over a hundred miles. Someone posted it and it reached destination.



BUTCHER OF GOODLAND, KAN., locked in refrigerator, where temperature was 32 degrees, released himself by cutting hole in door with cleaver after he nearly froze to death.

JERSEY CITY MAN, unable to sleep in hot room, goes to roof, falls three stories into airshaft and awakens in pile of ashes.

EAGLE CARRIES AWAY first citizenship papers of farmer helper in Greely, Neb., while he is at work in field, but leaves his coat.

POSTMASTERSHIP OF LA SALLE, COLO., passes to Democrat, and family that held it for nearly forty years is ousted.

TWO-YEAR-OLD DAUGHTER of botanist fools her scientific father by eating tops of pods on pepper plant he had been watching for blight.

IN ARKADELPHIA, ARK., tomatoes and potatoes have been discovered on one plant.

WILLARD APPEARS DAILY WITH BUFFALO BILL SHOW

When Jess Willard, the Kansas cowboy, fresh from his victory over Jack Johnson, in Havana, and his managers, signed the memorable agreement by which the new world's champion became the big feature of that season's Wild West show, he immediately announced that he would make his first appearance, daily, in the Wild West arena in the role of a cowboy. Several of those present offered to secure him a cowboy outfit. The big champion smiled good-naturedly.

"Why," he said, "Out home I have a whole room full of that stuff, left over from the old days when the boys used to say that I could hold my own with any of them on a bucking bronco or in a roundup of wild cattle!"

As a matter of fact it would be extremely difficult for Willard to utilize a borrowed cowboy costume. The new champion is a giant in stature and his shoulders and chest are in keeping with his height and the phenomenal reach of his arms. The "chaps" that would fit the ordinary cowboy's legs would just about serve as sleeves for the champion; his high-heeled, short vamp boots have to be made on a special last, although his feet are not out of proportion to his body, and he requires a saddle much larger than the ordinary rancher utilizes.

Considerable interest has already been aroused by the announcement that Willard will be with the old Buffalo Bill Wild West show when it exhibits at Charleroi, Saturday, July 14.

S. S. ALGO LOST 13 LBS.; FELT SURE HE WAS DONE FOR

But Nerv-Worth Came to the Rescue—At Work Now, First Time It Counted For 3 Years

It is doubtful if any newspaper ever contained a more forcible and convincing endorsement than the following. Note that the giver signed his name to it:

E. C. Meyers Drug Store,
Washington, Pa.

Gentlemen: About three years ago I commenced to lose flesh and strength rapidly. I suffered from dyspepsia and stomach trouble for years. In about two weks time I lost 3 pounds. I began to think I was done for this world. One day I sent for a bottle of Nerv-Worth and a box of Tablets.

FROM THE FIRST DOSE I COMMENCED TO PICK UP AGAIN and get better. I took two bottles and was up and around and gaining weight and strength. My employes called me for work May 30. I responded the first I had done of any amount for three years. I have worked steadily since and go through the day without getting tired. I eat well and sleep well and get up feeling fine. In fact I feel like a young man again. Nerv-Worth for me!

S. S. ALGEO,
Washington, Pa.

Henning's Drug Store & Piper's Pharmacy in Charleroi, sell Nerv-Worth. Your dollar back if this tonic doesn't help YOU. Try the new Nerv-Worth Tablets as Mr. Algeo did. 25c a box.

Card of Thanks.

Wm. Zellers, Sr., and family thank their friends for the sympathy and condolence and floral offerings during the sickness and bereavement of wife and mother. 21-t1-p.

POWER OF MONEY.

And the Danger That May Come With Undue Love of Wealth.

It is convenient to have money. We all see many ways in which we would like to use it. But when we have money we are all apt to wish it just a little more. Who is to say what is the exact amount it is right that we should possess? Wishes, tastes, desires, differ. We ourselves do not know what our limit should be.

With too much money one is likely to become conceited, to lose sympathy and be hard hearted and more than likely regardless of the means he takes to add to his store. If he has too little he may be envious of others, embittered toward society, tempted to dishonesty, or there may be real suffering for need of what money can buy. No one, not even the man in a prison cell can live in any degree of comfort without money. It is necessary to life.

Yet there are many things of greater value than money, things that money cannot buy, that are necessary to our welfare. Undue love of money is a poison in the soul, eating out what is of most worth. We may pay too high a price for its acquisition. We should judge our desire for money by our purpose, our motive in wanting it. Money is a power for good or evil, as we choose to use it.—Milwaukee Journal.

THINK BIG THINGS.

Give Your Imagination Play and Try to Live Up to Your Dreams.

Isn't it true that the only thing which makes it possible for us to perform the daily drudgeries of life is the hope for better things which blooms in our hearts?

Hope is romance. Ambition is romance. All the fine, true inspirations of life are romantic. Romance leads to achievement, unless it blossoms in the mind of a lazy, shiftless creature who is incapable of action.

The man who leads a forlorn hope is romantic. The hero who gives his life fighting a dread disease to which he succumbs, but against which he has insured humanity, is romantic. Romance is the thing which makes it worth while for men to sacrifice material comforts and die on strange fields of honor.

In a materialistic world, where we have to deal with the facts of earning our living and fighting for place and position, the thing which lifts us above blind instinct is romance. Cherish your dreams, for they give you a glimpse of beauty and make you willing to struggle over cruel mountains and harsh plains to the pot of gold at the rainbow's end. Dreams give respite from dreary reality and urge on to all that is big and fine.—Exchange.

When Lafayette Was In Jail.

After our Revolutionary war, while Lafayette was trying to reach Holland to escape enemies at home, he was seized by the Austrian government and imprisoned as a dangerous character. His wife also was imprisoned at Paris during the reign of terror, but succeeded in getting to Vienna and pleaded with the emperor for her husband's release. Lafayette's friends in this country did what they could in his behalf, and finally, on the 25th of August, 1797, he was set at liberty after five years' confinement in a dungeon. During this imprisonment two American friends of Lafayette—Francis K. Huger of Charleston, S. C., and Dr. Eric Bollman—made a daring attempt to liberate him, for which they both were imprisoned.

Horses Have Quick Ears.

The horse is really one of the best listeners in the world. He is always on the alert for sounds which concern or interest him. When he looks at anything he turns his ears toward it to observe the better whether any sound comes from it. If a horse is particularly interested in your driving of him he aways turns his ears backward toward you, but if he has no concern on that subject or if he sees anything ahead that interests him he keeps his ears pricked forward. A horse hears the whinny of another horse at a greater distance than the average man can hear it.—Boston Transcript.

Vegetable Cutlets.

Try the following recipe on your "meatless day:" Take equal quantities of carrots, turnips, parsnips and onions and sufficient potatoes to form half the mixture. Slice the onions and brown in a little butter. Boil the other vegetables and chop them up finely, mixing them with the potatoes, which should be mashed. Season and add some chopped parsley. When cold form into cutlets and fry in egg and breadcrumbs.—London Answers.

The Real Wonder Workers.

"Do you believe in fairies?" asked the sentimentalist.

"Fairies!" grunted the practical person. "What did they ever do? It took us human beings to put over things like locomotives and telephones and electric lights."—Washington Star.

Glaciers Are Brittle.

The substance of a glacier is brittle, though solid, and its descent down a valley is caused by its constant fracture, produced by gravitation and the sliding forward of the whole mass.

Money.

If money is the root of all evil there are undoubtedly times when it is possible to secure a medicinal extract from the root.—Sir Hardman Lever.

Wheat, Barley and Oats.

A bushel of wheat weighs on an average 60 pounds, barley 47 pounds and oats 38 to 40 pounds.

"Divine Sarah" Bernhardt, Recovered From Long Illness, Celebrates "Fourth"

Picturesque as always, Sarah Bernhardt, the world's greatest living actress, made her first public appearance since her recent serious illness at the Independence Day celebration in Prospect Park, Brooklyn, N. Y., where she was greeted by a throng of 50,000 persons. And her address rang with a patriotism that sent thrills through every one within range of hearing.

Band of Arabs who are with Jess Willard's Buffalo Bill Wild West Show Which Apears in Charleroi, Saturday, July 14.

GYPSIES BARRED FROM ALLEGHENY COUNTY

By an order of the district attorney, all gypsy camps are barred from Allegheny county, and the officers are directed to compel all such roving bands to quit the limits of the county at once. Farmers and others complain of the gypsies despoiling their gardens.

Please do not throw away your old clothes. Give us a call. We pay good prices. H. Schaffer, Bell Phone 56-M, Fifth Street and Fallowfield, opposite Bank of Charleroi. 299-tf.

A WOMAN'S VOCATION

One of our modern writers said, "A woman is as efficient in business as a man—when she is."

The reason why sometimes she is not so efficient is that her health may fail. But the wise business man knows now what to do when attacked by the ailments peculiar to the so-called 'weaker sex." That great of all remedies for woman's ills, Lydia E. Pinkham's Vegetable Compound, has been freeing women from such ailments for forty years. Why not if you suffer from such ailments and insure your competency and efficiency in the business world.

First Victim of East St. Louis Race Riots; Apprehension of Mob Leader

Perhaps no race riot of modern times has startled and shocked the world to such an extent as that which occurred in East St. Louis last week, when mobs set upon negroes in murderous fashion. Many were killed or injured in both, while the mobs rioted. This striking picture shows a victim of one of the frays in Collinsville Avenue, where the crowds clashed. A policeman is seen the leader of one of the mobs while militiamen are gathering to restore order and keep the crowds of onlookers out of danger. To the left is the ambulance arriving at the scene. More than 2,000 members of the Illinois national guard were finally called to do riot duty in the city.

BERRYMAN'S Generous Offer

TO ALL MEN WHO REGISTERED

On June 5th

We will refund the purchase price of your New Made-to-Measure Suit
if you are called into the service before September 15

TO EVERY MAN WHO REGISTERED on June 5th and is called into the service on or before the 15th af September, 1917, we will refund the price of any Made-to-Measure Suit ordered from us after June 15, 1917. Return the suit to us (no matter how worn it may be), together with the certificate which our representative will issue at the time he delivers the suit, your registration card and your draft notification.

We Are Doing "Our Bit"

You may had time to draft, but don't hesitate to buy a new suit on that account. Buy it now at our special proposition.

Wear the suit ALL SUMMER WITHOUT COSTING YOU A CENT, if you are called into the service before September 15, 1917.

WE ARE DOING "OUR BIT." We assume this responsibility as our share of "doing our bit". The citizen-soldier-to-be is entitled to special consideration.

We invite Every Man—THE MAN WHO REGISTERED and the MAN WHO WAS NOT OBLIGED TO REGISTER—to call on us and examine our beautifule line of samples.

ALL ARE WELCOME

THIS OFFER remains in force until September 15, 1917, or until the names of the first draft are published (if published before that date.) You young men who want style and comfort in Made-to-Measure Clothes, now is your opportunity.

Don't wear shabby clothes.

This Special proposition to registered men gives them the privilege of selecting any pattern in our line. In fact, we do not know whether you are a registered man or not when you buy.

J.W. Berryman & Son

"Charleroi's Live Store"

PERSONALS

Mr. and Mrs. Harry Hepler and daughter Elma of Fallowfield avenue have left on a two weeks' auto trip to Cumberland, Md., and Washington, D. C.

Mrs. A. S. Shimon and Miss Leonora Miksch were Pittsburg visitors Tuesday.

Mr. and Mrs. Floyd Bard and Mr. and Mrs. Philip Hinton of Akron, O., motored to Charleroi to spend the week with Mr. and Mrs. Arch Osborne of Fallowfield avenue.

Mrs. Karl E. Schempp, who spent several months at the home of her parents in Charleroi, returned to her home in Donora today.

Miss Flossie Sample of Pittsburg is the guest of her sister, Mrs. W. H. Coles at the Wilbur.

Miss Helen Gerst of Monongahela has taken a clerical position in the local office of the Bell Telephone company, beginning her duties Monday morning.

Born—To Dr. and Mrs. D. B. Hetrick, Monday, July 9—a son, Jack Baer.

Miss Mary Corey and Miss Rosalie Baynes were visitors with friends in Fayette City on Sunday.

TO BUILD COFFERDAM AT BROWN'S MARINE WAYS

The Cummings Structural Concrete company of Pittsburg has received a federal permit to construct a temporary cofferdam to surround the marine ways now being built for Capt. W. Harry Brown at the Alicia mines in the fifth pool, a short distance above Brownsvile on the Washington county side.

COMMISSION GIVEN TO MONONGAHELA PHYSICIAN

Dr. P. M. Wail, of Monongahela a veteran of the Spanish-American war, has received a commission at First Lieutenant in the Medical Reserve Corps of the United States. He expects to be assigned to duty within a short time.

LOCAL BOY WILL JOIN MARINE CORPS IN SOUTH

Charles Pollock, son of Mr. and Mrs. W. D. Pollock of Lookout avenue who enlisted in the Marines last week has been called into service. He will leave Tuesday morning for Port Royal, South Carolina.

12,000 Persons Help to Manufacture Largest Bible at Oxford, England

The greatest manuscript Bible in the world has just been completed by the Oxford University Press in England. The book may well be termed the eighth wonder, for it represents the combined efforts of 12,000 persons, most of whom assisted in the preparation of the faultlessly written script pages. The volume measures six feet two inches by three feet ten inches and was made especially for use in the Polish Bible crusade. When open the book measures seven feet ten inches across. It is on [illegible] work. In the binding alone twelve large [illegible] used.

NEW SCHEDULE OF PHONE RATES IS ANNOUNCED

The CHARLEROI TELEPHONE COMPANY, wishes to announce to its many patrons of a new schedule of TOLL and LONG DISTANCE charges within the state of Pennsyvania, and which will become effective midnight on July 15th, 1917.

Following is a list of the points most frequently called by Charleroi subscribers, and shows a comparison of the old rates and new rates.

	(OLD)	(NEW)
Charleroi to Brownsville, Pa.	$ .10	$.05
Charleroi to Canonsburg, Pa.	25	20
Charleroi to Connellsville, Pa.	25	.20
Charleroi to Dawson, Pa	25	15
Charleroi to McKeesport, Pa.	20	.15
Charleroi to Pittsburg, Pa.	30	.20
Charleroi to Uniontown, Pa	25	.20
Charleroi to Fredericktown, Pa.	20	.15

Under the new system all toll and long distance rates within the State are determined on an air-line mileage basis, which has in most cases reduced the rates and has caused a general revision of same, and all patrons are asked to call the chief operator or the managers office No. 80 for information on rates to points not listed.

C. H. Christner, Secy-Mgr.
C. H. Christner, Secy-Mgr.
July 10-13

REGISTRATION LIST IS NOW OPEN FOR INSPECTION

The list of all men of the Fifth District of Washington city for the selective draft with their serial numbers attached is now posted in the office of the Donora Herald for the time being, until such time as the members of the exemption board can obtain permanent quarters. Arrangements may be made to have the list published, the papers in the towns of Monongahela, Donora and Charleroi publishing the names of those from their respective districts. However, as there is but one list available, it may be some time before it will be possible to get an additional list in shape for the different papers. All of the numbers of those who registered has been changed, except in one district, where the list of those registered will be the same as it is in their voting precint. In all of the other districts, however the numbers will be changed. The numbers now attached to the names will govern in the draft, which will be made from Washington within a very short time.

ALL SPIES WILL BE CLEARED FROM STATE

All German spies are to be cleared out of Pennsylvania and all munition plants will be securely guarded, if plans which have been put into effect by the Department of Justice are as successful as the attorney general expects them to be.

Just how alien enemies of the government now employed in munition plants would be treated has been a matter of doubt, but it has been learned from Washington that no general regulations, will be made for the exemption of such workers from espionage restrictions, even though requests for such exemptions be made by their employers. Complete proof of the trustworthiness of each employe must be furnished the government if permission is to be given them to continue work.

It has ben known for some time that a considerable percentage of workers is strategic industries are of German birth, and who have never been naturalized. The United States Marshals of the Eastern and Western disricts have been notified that the regulations contained in the President's proclamation must be strictly enforced.

Zones have been established wherein alien enemies shall not be found during the progress of the war and such zones have been drawn around all of the munitions plants in Pennsylvania

DRAFT DATE HAS NOT YET BEEN SELECTED

Tentative dates for the selective draft have been suggested, but nothing from Washington indicates that the government will be ready at the time mentioned. July 17 or 18 have been mentioned, but these dates will depend entirely on the recipt of full reports from all exemption boards, many of which have not yet made their full reports to government authorities. These may be in this week, but they are not promised. However, it is not likely the selection will be long delayed, for the government is anxious to get the machinery for the new National Army under way just as soon as possible.

PEERLESS CAR DITCHED; OWNER DISAPPEARS

A Peerless "8," chummy roadster type, was ditched along the Monessen-Webster road some time yesterday afternoon, and was still there today at one o'clock. Who the machine belongs to is not known, as the license plate as well as all other evidence of ownership had been removed. No one had appeared to claim the car, and the section gang of the Lake Erie was busy this afternoon in getting it out of the ditch. The machine is practically new, having only run about 800 miles.

CHARLEROI MEN ARE CALLED FOR JURY DUTY

Grand and petit jurors for the August term were drawn on Saturday last. The grand jury will meet the second Monday of August, and the petit jurors one week later. Among those summoned as petit jurors are Thomas A. Rigo, George D. Clark, John H. Frye, Harry P. Jacobs and Shirley Mazicha, of Charleroi.

Ambassador Elkus Returns From Turkey

Home again after a brief but strenuous period as Ambassador to Turkey-Abram I. Elkus was welcomed in New York by cheering throngs and an official committee, both of whom expressed their genuine greeting in no uncertain terms Looking little the worse for a long and serious illness and the grueling trials of his mission, the recalled Ambassador was in cheerful mood on his arrival and posed for his picture wreathed in smiles The photograph shows him on the steps of the City Hall in New York.

THEATRES

MARGUERITE CLARK AT COYLE THEATRE TONIGHT

Last night at the Coyle theatre Marguerite Clark, one of the most popular screen artists was featured in "The Valentine Girl." The picture is one of the most pleasing in which Miss Clark has been starred. This evening it will be repeated. Wednesday Viola Dana will appear in 'Lady Barnacle" an interesting story of the rulers of the Orient.

CHARLEROI GIRL AT MAJESTIC TONIGHT

Olive Thomas, the most beautiful American show girl, and who formerly lived in Charleroi is being shown at the Majestic theatre tonight in "Madcap Madge." This is the first appearance of the famous beauty in motion pictures, however she was formerly with the "Follies' 'and "Midnight Frolics" and with these companies scored big hits.

COMEDY SINGING AND DANCING FEATURES PALACE

A splendid three act vaudeville program is being given at the Palace theatre. Lovett and Dale, in a singing and talking novelty entitled "Her Other Fellow" were repeatedly recalled by applause, so pleasing was their act. Miss Olie Westerman, a lyric soprano of ability entertained with both popular and classical numbers. Weiser and Rieser, black face and tan entertainers also scorced a big hit.

CLASSIFIED

Wanted

WANTED—Girl for general housework. Family of two. Apply at 613 Fallowfield avenue. 21-tf

WANTED—Girl for general housework. Small family. Inquire 401 Lookout avenue. 21-eod-tf

WANTED—Girl for general housework. Apply at 521 McKean avenue.

For Sale

FOR SALE—1917 Buick roadster brand new at a reasonable price. Inquire W. H. Calvert. 20-

FOR SALE—Will sacrifice 1916 Buick D-55 seven passenger to a quick buyer. Write 962 office. 21-

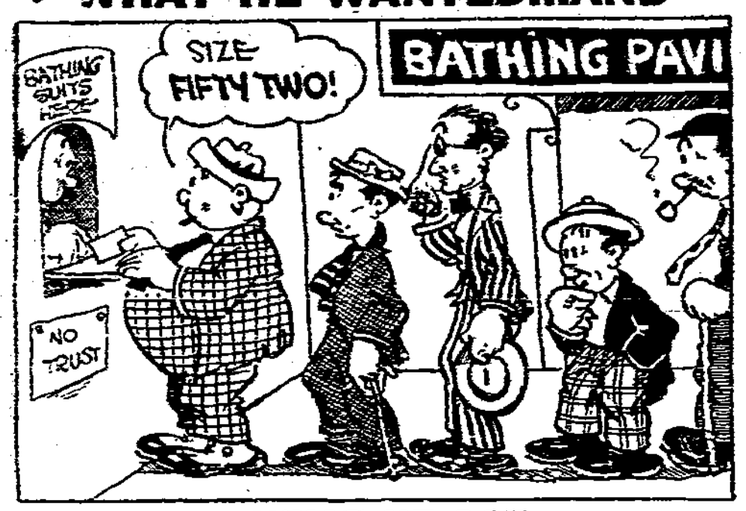
For Rent.

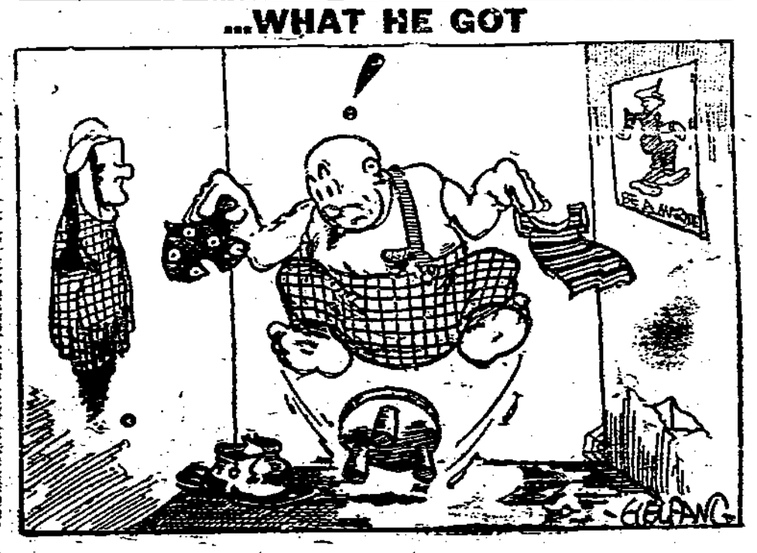
FOR RENT— Furnished room for two gentlemen. 331 Washington avenue. 2

FOR RENT— Furnished rooms. Inquire at 521 McKean avenue.

Lost

LOST—Large silver cross on ribbon at M. E. church or Washington avenue, Sunday. Leave at 961 office





DR. E. GREWER
MEDICAL INSTITUTE
MAJESTIC THEATRE BUILDING
CHARLEROI, PA.

Dr. E. Grewer, Specialist and Consulting Physician, is a graduate of the University of Pennsylvania, Philadelphia, Pa. and formerly Demonstrator of Physiology and Surgery of the Medical-Chirurgical College of Philadelphia, Pa. Our specialties all chronic diseases of men, women and children as follows:

FITS! FITS! FITS!

Fits, or Epilepsy, our specialty. We have the testimonials of patients all over the United States whom we have cured. We also successfully treat St. Vitus Dance, Hysterical Convulsions providing the patient will carry out our rules as to diet and habits, etc.

Lost Manhood Treated— Weakness of Young Men Treated—and all Private and Secret Diseases

Varicocele, Hydrocele and Rupture promptly treated without pain and no detention from business.

We treat the worst case of Nervous Prostration, Rheumatism, Schofula and Sores, Blood Poison. The improved treatment for all forms of Blood diseases, eruptions of the skin is No. 6. Syphillis and Blood Poison—cures in quick, and all diseases of the skin, nose, throat, heart, lungs, stomach, liver, kidneys and bladder.

Itching Piles, fistula, stricture, tumors, cancer and goiter treated with out cutting.

Advice free and strictly confidential.

Office hours—9 a. m. to 8:30 p. m. Sunday from 10 a. m. until 4 o'clock p. m.—Adv.

FOR SALE

1 lot McKean Avenue	$1,150.00
1 lot Fallowfield Avenue	$2,000.00
1 lot Lincoln Avenue	600.00
1 Lot Prospect Avenue	500.00
1 Lot Prospect Avenue	700.00
1 Lot Oakland Avenue	250.00
1 Lot Oakland Avenue	150.00
1 Lot Oakland Avenue	300.00

L. P. HEPLER
411 Fallowfield Ave., Charleroi, Pa.

GOOD BLOOD

"Blood will tell." Blotches and blemishes, like murder, will out, unless the blood is kept pure. Its purity is restored and protected by the faithful use of

BEECHAM'S PILLS

Largest Sale of any Medicine in the World. Sold everywhere. In boxes, 10c., 25c.

FOR THROAT AND LUNGS
STUBBORN COUGHS AND COLDS
Eckman's Alterative
SOLD BY ALL LEADING DRUGGISTS

TRY A CLASSIFIED WANT AD

FOR BURGESS
JOHN K. HEIN
REPUBLICAN
Subject to Decision of Primaries

TRUCK HITS POLE; IS BADLY DAMAGED

John Malian, a tinner, of Roscoe, wrecked his Ford truck yesterday morning about 8 o'clock, by driving into a telephone pole while the machine was traveling at a high rate of speed. Just what Malian was trying to do spectators were unable to say, but apparently the car was beyond his control, as he was traveling along the street at a high rate of speed. In trying to turn he jammed the truck first against the curb, and then it skidded along and jammed into the pole. The front axle was bent, lamps knocked off, top broken, while the windshield was smashed to pieces. Malian was cut by flying glass, but his injuries were not severe.

TWO CARS DAMAGED IN AUTO ACCIDENT

An automobile accident near the Dry Run bridge in Monongahela, Monday afternoon, interrupted a trip of County Commissioners Watson, Hill and Bannum to Pottsville. They were coming up through New Eagle in a big Haynes car driven by a man named Thomas. Just as they were aproaching the bridge at the junction of Chess street with the Dry Run road, they collided with a Dodge car driven by D. M. Swickard of Monongahela, tearing off a front wheel of the Haynes car as well as one from the Dodge car.

The view of both drivers was obstructed by a buggy which had turned off Chess street to go up Dry Run. Swickard, who was coming down the run road, turned to go down Chess street through New Eagle, when he saw the Haynes car in front of him. He attempted to get out of the way and did run his car into the fence, but not before the cars had come together, disabling both of them. None of the occupants of either car were hurt.

How It Works.

Two months later. "That is something new. How did you learn that way of cooking?"

"Oh I signed a Food-Supply Registraion card and that recipe was in a bulletin sent out by the Food Administrator." 21-t5

AGAIN APPOINTED NORMAL TRUSTEE

Governor Brumbaugh on Monday reappointed R. J. Whitehead of Charleroi, to be a trustee of the California State Normal School.

LOOK SUCCESSFUL.

Have Confidence in Yourself and Show it in Your Manner.

To be successful you must look successful. If you will carry yourself with a self confident air it inspires others with the belief in your ability and your success. You get to believe in it yourself. You begin to walk as if you were master of yourself. You will believe in your ability to do things, and you are confident of results.

It does not take a keen observer to pick out a successful dealer. If he is prosperous every step, every movement, every look, indicates it. There is a great deal in assuming the part of the character you desire to play in this drama of life.

There is nothing negative about the positive man. He is a success, and, like Hercules, he has conquered the moment he looks upon you. This is personal magnetism. Cultivate it, then you will not need bolstering up. Learn to stand alone. Your very silence should carry power. Learn the value of reserve force.

Self confidence is the power to marshal all the faculties and unite their strength in one mighty cable. It matters not what your talents may be, what your abilities or ambition may be, if you are lacking in self confidence you can never use them to the best advantage. Self trust is as necessary as ability.

Concentrate your facilities and your good qualities. Carry yourself with a self confident air and you will win still more confidence. Failure or success has its true worth in these two little words, "I can't," or "I will." Look successful!—Author Unknown.

DEER AND THEIR HORNS.

They Get a New Pair Each Year, and the Bravest Get the Biggest.

As every year horses shed their old coats for new ones, so the deer in our forests or parks drop their horns. Then, in about thirteen weeks, a new pair of horns arrives, but they are tender and easily hurt.

A deer's new horns are called "velvet" because they grow inside of a tough skin which is coarse and brown, like plush. For a long time he will not thrash his horns in the brush. It would be too painful.

When a deer is without horns he feels weak. When the new horns start and grow he begins to feel strong again. After awhile he tosses his head from side to side every day, and then he runs rapidly through the brush and undergrowth.

As his new horns become big they also become less easily hurt. In running through the brush the outer skin, or "velvet," is broken and peeled away. In the springtime the "velvet" drops off. The deer is then very proud of his new clothes.

If a deer is not afraid of pain he will try out his new horns long before his mates do. He will not fight until the "velvet" is gone. Wherever this outer skin is broken too soon the horn grows longer and larger. Thus it is that the bravest deer has the biggest pair of horns.—Albany Argus.

"Solid Gold."

Commercially speaking, the term "solid gold" is a misnomer, since such gold has not been used for many, many years. Some of the ancient Roman jewelry and some of that of the renaissance period was, indeed, made of pure gold, worked up by hand with the crudest of tools, but since the old days there has been a constantly increasing employment of alloys, for the reason that jewelers found that the harder the gold was rendered by good alloys the greater its wearing qualities and the more secure, therefore, was the setting of the gems contained. Nowadays jewelry is of 18, 14 or 10 carats, according to the design and character of the article, and it is much more frequently 10 than 18 carats.

Old Time Spelling Reform.

Centuries ago spelling reformers published whole works in the "rational spelling" and left an interested or uninterested public to take them or leave them, as witness the following, published in 1585: "AEsopz Fabl'z in tru Orto-graphy with Grammar-notz Heryuntoo ar also joolned the short sentencez of the wyz Cato imprinted with lyk form and order; both of which Autorz ar translated out of Latin intoo English. By William Bullokar."

Fixed Ammunition.

It is to Gustavus Adolphus of Sweden, whose reign began in 1611, that history gives credit for the invention of fixed ammunition. In his cartridges the bullets and the charge were united in a paper case. It was not, however, until 1850 that the first successful metallic cartridge was patented by an American.

He Didn't Mind.

Mr. Hardhead—I have called, sir, to ask you for the hand of your daughter. Old Gentleman (with emotion)—She is the only child I have, and her mother is gone. Mr. Hardhead (hastily)—Oh, that's no objection, sir, I assure you.—London Telegraph.

Apparently So.

"I can't find that record by Sousa's band. Do you know what became of it?"

"No. I guess somebody stole a march on us."—Harvard Lampoon.

The Egotist.

She—Who would you rather be if you were not yourself? He—I can't say that I have any second choice.—Boston Transcript.

He who guides public opinion moves the hand that moves the world.—Rufus Choate.

CHURCH TROUBLE MAY END IN A LAWSUIT

Four Syrians, who live in Donora, were haled before Justice of the Peace Rice Monday evening, to answer to a charge of assault and battery, preferred by Mike Joseph of Monessen. After hearing the statement of the plaintiff, and some of the defendants, the hearing was adjourned until one o'clock this afternoon, when the Justice hoped to dispose of the entire business.

In his statement Joseph claims that while in Donora on Wednesday last he was set upon and badly beaten by the defendants, and had it not been for a large book he carried in his breast pocket as,serts that he would have been stabbed. The men were all arrested is Donora and taken before Burgess Depfer, who fined each of them $5 and costs.

Joseph, however, brought the action before Squire Rice because of the beating and bruises he received at the hands of his assailants, who are said to be opposed to Joseph because of some church trouble in Monessen. The trouble, it is said, originated in a dispute over a word in the charters of the St. Michael Greek Catholic church and in consequence of this dispute the two factions have repeatedly taken forcible possession of the church property. It is intimated the trouble may culminate in court action.

FIRST UNIT OF PLANT TO BE TWO TUBE MILLS

Reports from Fayette City, which is the temporary headquarters of the construction force which is erecting the new plant for the Pittsburg Steel Products company between Allenport and Stockdale, say that the first units of the plant will be two tube mills, each 195 feet wide and 600 feet long, which will face the river and extend back toward the hill. When all the units are complete there will also be a battery of blast furnaces as well as an immense coke plant added and the mills arranged on the continuous process, which will make them not only no less in every respect, but economical in production as well.

WILL HOLD THEIR NEXT SUPPER AT ELDORA PARK

The Business Men's Association of Charleroi will hold its next supper at Eldora Park at a date yet to be announced, but possibly on the last Thursday evening of July. The committee of arrangements is already looking after the details of the event, which will be duly announced in time to allow every member to be on hand and enjoy the many good things which will be prepared for the occasion.

LOCAL FRATERNITY ISSUES INVITATIONS FOR DANCE

Invitations have been issued by the Alpha Phi Beta fraternity for their annual summer dance to be given at Eldora park Friday evening, July 18. Dr. Shanor Blythe and Fred Schempp are in charge of the dance. Music will be furnished by the Nosokoff-Maggio orchestra of Pittsburg.

Restless Nature.

Nothing in nature is absolutely permanent. Changes are going on slowly, but steadily, every moment, parts of the earth being elevated above the sea, parts sinking below it, the ocean wearing away the coast in one place and building it out in another, and so on to infinity.

Asphalt.

Asphalt, with which so many roads are paved, was found by accident. Many years ago in Switzerland natural rock asphalt was discovered, and for more than a century it was used for the purpose of extracting the rich stores of bitumen it contained.

In Constant Training.

"That ballet dancer is wonderfully expert."

"Well, she never gets out of practice for a minute. She is always kicking."—Kansas City Journal.

One of Those Questions.

"Pop!"

"Well, what is it now?"

"Say, pop, did the dog star ever have the dipper tied to its tail?"—Philadelphia Record.

To Be Sure.

"The planet Saturn has two rings."

"Only two! They must be doing pretty well with municipal reform."—Louisville Courier-Journal.

Man is his own star, and that soul that can be honest is the only perfect man.—Fletcher.

A Pleasurable Duty

POSSIBLY YOU HAVE NEED OF A BANK. IF SO IT BECOMES OUR PLEASURABLE DUTY TO INVITE YOU TO COME TO THIS BANK

CAPITAL $75,000
SURPLUS & PROFITS..... $339,000

Bank of Charleroi
Charleroi, Pa.

The Big 4 in motor OILS

ATLANTIC LIGHT
ATLANTIC MEDIUM
ATLANTIC HEAVY
ATLANTIC Polarine

THE whole story of engine-lubrication is told when we say that there are four principal motor-oils, one of which is sure to be the exact lubricant best suited for your particular car.

This group is the result of patient research and actual road-tests on the part of the oldest and largest manufacturer of lubricating oils in the world. Your garageman will tell you which you ought to use.

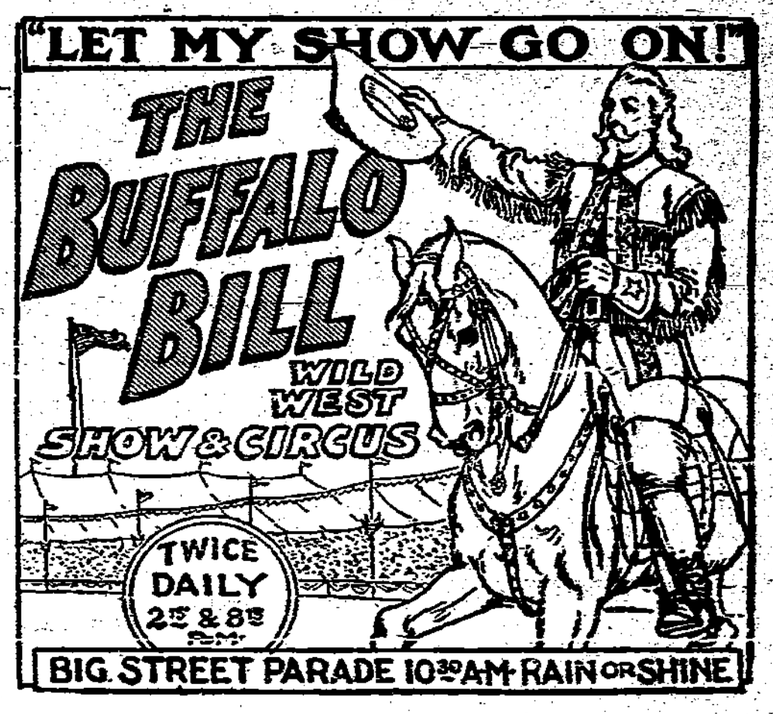
And when he does, use that oil, regularly and consistently. Your motor will take on new life and you will be IN a lot of money. Get your free copy of the "Why" booklet. It gives you the [illegible] years of ear-lubrication.

THE ATLANTIC REFINING COMPANY
Philadelphia and Pittsburgh
Makers of Atlantic Gasoline—the Gas that Puts Pep in Your Motor

ATLANTIC MOTOR OILS

Keep Upkeep Down

Charleroi, Sat. July 14
On the Base Ball Grounds



Jess Willard Himself
Cowboy Heavyweight World's Champion
"THE PERFECT MAN"
Prices same as on the grounds.

Will Exhibit at Monessen Friday, July 13th.

Patronize our Advertisers